



# Rockville Events Sponsorship Opportunities

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City of  
**Rockville**  
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**[www.rockvillemd.gov/events](http://www.rockvillemd.gov/events)**

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# Rockville Events Sponsorship Opportunities

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## Letter from the City Manager

Dear Past, Present and Potential Sponsors,

Welcome to Rockville, which is one of the most vibrant communities in the Washington, D.C., region.

Part of what makes Rockville such a wonderful community is the wealth of recreational and cultural events the city's Department of Recreation and Parks hosts each year. Our staff works diligently to provide top quality events that celebrate life in the city, while connecting family and friends.

Each year, we work to continue the traditions people have grown to love about our events and still give them something new when they return year after year. More than 150,000 people are estimated to attend events that Rockville will host in 2016. Rockville is home to more than 63,000 people with a median household income of \$97,000.

# 2016

Rockville's location in Montgomery County and close-in proximity to Washington, D.C., help to give the city regional recognition.

The city's diverse population is active, educated and loyal. Sponsors of events in Rockville will benefit from their exposure in a community that ranks among the most highly educated and the highest income earners in the nation.

Please take the time to review this packet and explore our events. Our staff is ready to answer any questions you may have about sponsorship opportunities.

We look forward to helping you find your place in Rockville in 2016.

With warm regards,



Barbara B. Matthews,  
Rockville City Manager





## Did You Know...

### Rockville special events bring the community together.<sup>1</sup>

- Seventy-one percent of Rockville's population attended a city-sponsored special event in 2014.
- Eighty-six percent rated the quality of city-sponsored special events at "good" or "excellent."

### Rockville is a highly-educated community.<sup>2</sup>

- Sixty-one percent of Rockville residents, 25 years and older, have at least a bachelor's degree, and 36 percent have a graduate or professional degree.

### Rockville's household and economic trends are above the national average.<sup>2</sup>

- Rockville's median household income is \$97,667, which is 84 percent higher than the national average and 34 percent higher than Maryland.

### Rockville is rich in ethnic and cultural diversity.<sup>1</sup>

- Sixty-six percent of the city's population are non-Hispanic white; 25 percent are Asian/Pacific Islander; 13 percent are Hispanic; two percent are American Indian or Alaskan Native; and 5 percent are African American.\*

### Rockville is close to the action.

- The city is located just 15 miles northwest of Washington, D.C.
- Rockville is centrally located with easy access to Interstate 270 and the Metro Red Line allowing easy access for residents and visitors.

<sup>1</sup> 2014 City of Rockville Community Survey

<sup>2</sup> American Community Survey (ACS) 2008-2012

\* Total may exceed 100 percent as respondents could select more than one answer.



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## Hometown Holidays – Saturday, May 28 and Sunday, May 29

Hometown Holidays (HTH) is Rockville's signature event featuring live entertainment from local, regional and national performers. This unofficial kickoff to summer draws a crowd of 60,000 over Memorial Day weekend and offers fun for everyone.

### Sponsorship Levels

#### Major Sponsor: \$7,500

- Naming rights to an onsite music stage
- Sponsor-provided banner to be displayed on an entertainment stage as well as two additional displayed on grounds
- Company logo and name featured on various print materials
- Company logo and name featured on the HTH web page
- Company logo featured on the HTH onsite guide
- A minimum of four (4) mentions on the HTH Facebook and Twitter
- City-provided onsite booth space, 10'x10' with a table and two chairs
- 12 passes to the sponsors and officials area on Saturday
- 60 "Taste of Rockville" tickets

#### Benefactor: \$5,000

- Two sponsor-provided banners to be displayed on grounds
- Company logo and name featured on various print materials
- Company logo and name featured on the HTH web page
- Company logo featured on the HTH onsite guide
- A minimum of two (2) mentions on the HTH Facebook and Twitter
- City-provided onsite booth space, 10'x10' with a table and two chairs
- 8 passes to the sponsors and officials area on Saturday
- 40 "Taste of Rockville" tickets

#### Patron: \$2,000

- Company name featured on various print materials
- Company name featured on the HTH web page
- Company name featured on the HTH onsite guide
- A minimum of two (2) mentions on the HTH Facebook and Twitter
- City-provided onsite booth space, 10'x10' with a table and two chairs
- 4 passes to the sponsors and officials area on Saturday
- 20 "Taste of Rockville" tickets

#### EVENT SNAPSHOT

**Annual website views: 90,000**

**Press release views: 1,200**

**Video views: 1,242**

**Facebook page likes: 3,500**

**Approx. attendees: 60,000**

**Website: [www.rockvillemd.gov/hth](http://www.rockvillemd.gov/hth)**

**Facebook: [www.facebook.com/RockvilleHometownHolidays](https://www.facebook.com/RockvilleHometownHolidays)**







## Independence Day Celebration – Monday, July 4 (Rain Date: Tuesday, July 5)

Entering its 52nd year, the Rockville Independence Day celebration takes place annually on the grounds of Mattie J.T. Stepanek Park. The annual event attracts more than 30,000 people and includes live music, food and a colorful fireworks display.

### Sponsorship Levels

#### Major Sponsor: \$5,000

- One sponsor-provided banner to be displayed from each stage, and two sponsor provided banners to be displayed on the grounds
- Company logo and name featured on the Independence Day web page
- Company logo and name featured on various print materials
- City-provided onsite booth space, 10'x10' tent with a table and two chairs
- Acknowledgement from stage before the musical act
- Six passes to the VIP viewing area

#### Benefactor: \$2,500

- Two sponsor-provided banners to be displayed on the grounds
- Company logo and name featured on the Independence Day web page
- Company logo and name featured on various print materials
- City-provided onsite booth space, 10'x10' tent with a table and two chairs
- Acknowledgement from both stages before each musical act and before the fireworks
- Four passes to the VIP viewing area

#### Patron: \$1,000

- One sponsor-provided banner to be displayed on the grounds
- Company logo and name featured on the Independence Day web page
- Company name featured on various print material
- City-provided onsite booth space, 10'x10' tent with a table and two chairs
- Acknowledgement from both stages before each musical act and before the fireworks
- Two passes to the VIP viewing area

#### EVENT SNAPSHOT

**Website views: 12,000**

**Press release views: 300**

**Video views: 148**

**Approx. attendees: 30,000**

**Website: [www.rockvillemd.gov/independenceday](http://www.rockvillemd.gov/independenceday)**



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## Movies in the Parks – Wednesdays, August 3-24

Entering its second year, the Movies in the Parks is a family-friendly movies series featuring four movies, on four nights in four neighborhood parks. More than 300 people attended each movie during the 2015 series.

### Sponsorship Levels

#### Presenting Sponsor: \$5,000

- Exclusivity in category
- Recognition as the Presenting Sponsor for the entire series (four movies)
- Company logo featured on the Movies in the Parks postcard and poster
- Company logo on the Movies in the Parks webpage
- Thirty-second, sponsor-provided static/video preview played at the beginning of each movie
- One sponsor provided banner (up to 10 feet in length) displayed at each movie
- Verbal recognition at each movie as presenting sponsor
- A minimum of four mentions on the Rockville Recreation Twitter @rockvillerec.

#### Event Sponsor: \$500 (*two sponsors per movie*)

- Company logo (small) on the Movies in the Parks postcard and poster
- Company logo (small) on the Movies in the Parks webpage
- Verbal recognition at each movie as presenting sponsor

#### EVENT SNAPSHOT

**Annual website views: 1,770**

**Press release views: 230**

**Video views: 93**

**Approx. attendees: 300 per movie**

**Website: [www.rockvillemd.gov/moviesintheparks](http://www.rockvillemd.gov/moviesintheparks)**







## Rockville Antique and Classic Car Show – Saturday, Oct. 15 (Rain Date: Sunday, Oct. 22)

For more than 50 years, the Rockville Antique and Classic Car Show has graced the beautiful grounds of the Glenview Mansion at Rockville Civic Center Park, making it the perfect place for car enthusiasts to experience automobile history. The event has more than 550 automobiles on display and featured marques such as Cadillac, Ford, Studebaker and Jaguar just to name a few. With more than 12,000 attendees annually, there is something for everyone, including food, music and a car-related flea market.

### Sponsorship Levels

#### Major Sponsor: \$2,500

- Exclusivity in category
- Company logo and name featured on the car show web page
- Sponsor provided banner to be displayed on the entertainment stage
- City provided onsite booth space, 10'x10' with a table and two chairs
- Option to have one marketing piece, no larger than 8.5"x11," in the Car Show Registration packet
- A minimum of four mentions on Facebook and Twitter

#### Benefactor: \$1,000

- Company name listed on the car show web page
- One sponsor provided banner on site
- City provided onsite booth space, 10'x10' with a table and two chairs
- A minimum of two mentions on Facebook and Twitter

#### EVENT SNAPSHOT

**Annual website views: 9,000**

**Press release views: 250**

**Video views: 253**

**Facebook page likes: 570**

**Approx. attendees: 12,000**

**Website: [www.rockvillemd.gov/carshow](http://www.rockvillemd.gov/carshow)**

**Facebook: [www.facebook.com/RockvilleCarShow](https://www.facebook.com/RockvilleCarShow)**



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**2015**  
MEMORIAL DAY WEEKEND

**SATURDAY, MAY 23 -  
MONDAY, MAY 25**  
ROCKVILLE TOWN CENTER

**HOMETOWN HOLIDAYS  
MUSIC FEST**  
**HTH**

WWW.ROCKVILLEMD.GOV

Hosted by the Mayor and Council of the City of Rockville



**2015 Rockville  
Antique and Classic Car Show**  
SATURDAY, OCTOBER 17 • 11 a.m. - 3:30 p.m.

[www.rockvillemd.gov/events](http://www.rockvillemd.gov/events) • 240-314-8620

54th Annual Rockville Antique and Classic Car Show  
Saturday, Oct. 17 • 11 a.m.-3:30 p.m.  
(rain date: Saturday, Oct. 24)  
On the grounds of Glenview Mansion, 603 Edmonston Drive, Rockville, MD 20851

**Don't forget to register!**  
Cut off for pre-registration is Wednesday, Oct. 14 by 5 p.m.,  
download a form on online, after Oct. 15 you must register at the show.

[www.rockvillemd.gov/carshow](http://www.rockvillemd.gov/carshow) • 240-314-8620

54th Annual Rockville Antique and Classic Car Show  
Saturday, Oct. 17  
11 a.m.-3:30 p.m.  
(rain date: Saturday, Oct. 24)  
More than 500 vehicles on display  
Special Exhibit: Windows  
On the grounds of Glenview Mansion,  
603 Edmonston Drive

[www.rockvillemd.gov/carshow](http://www.rockvillemd.gov/carshow) • 240-314-8620

**Sponsors and Officials  
• SEATING PASS •**  
Hosted by Rockville's Mayor and Council

**Rockville Independence  
Day Celebration**  
Saturday, July 4, 2015  
Mattie J.T. Stepanek Park in King Farm,  
1800 Piccard Dr., Rockville  
(In case of rain, call the weather line: 240-314-5022)

This pass is good for seating in front of  
the Stars stage, located in front of the  
football field. Please present this pass  
to staff as you enter the seating area.

[www.rockvillemd.gov/events](http://www.rockvillemd.gov/events)



**Rockville Independence Day Celebration**  
Saturday, July 4  
(RAIN DATE: Sunday, July 5)  
NEW LOCATION: Mattie J.T. Stepanek Park in King Farm,  
1800 Piccard Dr., Rockville

| SCHEDULE OF EVENTS |                            |                        |
|--------------------|----------------------------|------------------------|
| 7 p.m.             | The Nighthawks             | Stars Stage            |
| 7 p.m.             | The Fugitive Brass Quintet | Stripes Stage          |
| 8 p.m.             | Rockville Concert Band     | Stars Stage            |
| 8:45 p.m.          | Mayor & Council Greeting   | Stars & Stripes Stages |
| 9:15 p.m.          | Fireworks                  | Football Field         |

[www.rockvillemd.gov/IndependenceDay](http://www.rockvillemd.gov/IndependenceDay) • 240-314-8620

**FREE  
Movies  
in the  
Parks**

Five family movies. Five nights.  
Five neighborhood parks.

On the big screen every Wednesday, July 29 - August 26

**The Lego Movie (PG)**  
Wednesday, July 29 • Montrose Park, 451 Conger Rd.

**Frozen (PG)**  
Wednesday, Aug. 5 • Fallgrove Park, 700 Fallgrove Dr.

**Alexander and the Terrible, Horrible, No Good, Very Bad Day (PG)**  
Wednesday, Aug. 12 • Calvin Park, 1248 Gladwin Rd.

**Big Hero 6 (PG)**  
Wednesday, Aug. 19 • Maryvale Park, 8100 Maryvale Dr.

**Mr. Peabody and Sherman (PG)**  
Wednesday, Aug. 26 • Woodley Gardens Park, 1000 Woodley Dr.

Chairs, blankets, food and beverages are welcome.  
Movies begin at dusk (approximately 8 p.m.). In case of inclement weather, movies will be postponed.

**FREE  
Movies  
in the  
Parks**

[www.rockvillemd.gov/moviesintheparks](http://www.rockvillemd.gov/moviesintheparks)

[www.rockvillemd.gov/moviesintheparks](http://www.rockvillemd.gov/moviesintheparks)

**BACKSTAGE  
MEMORIAL DAY WEEKEND  
PASS**  
SATURDAY, MAY 23  
& SUNDAY, MAY 24  
HOMETOWN HOLIDAYS  
MUSIC FEST  
HTH  
2015

# 2016 Event Sponsorship Application

Please print or type all information clearly.

Business \_\_\_\_\_ Contact Name \_\_\_\_\_

Type of Business \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Work Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Facebook Web Address \_\_\_\_\_

Additional Contact Name \_\_\_\_\_ Phone \_\_\_\_\_

Thank you for sponsoring a City of Rockville Special Event(s).

Please indicate the event(s) you're interested in getting involved in and at what sponsorship level.

## Hometown Holidays May 28 and 29, 2016

☐ Major Sponsor (\$7,500)

☐ Benefactor (\$5,000)

☐ Patron (\$2,000)

Will you need electricity? ☐ Yes ☐ No

## Independence Day Celebration July 4, 2016 (Rain date: July 5)

☐ Major Sponsor (\$5,000)

☐ Benefactor (\$2,500)

☐ Patron (\$1,000)

## Movies in the Parks Wednesdays, Aug. 3-24, 2016

☐ Presenting Sponsor (\$5,000)

☐ Event Sponsor (\$500)

## Rockville Antique and Classic Car Show Oct. 15, 2016 (Rain date: Oct. 22)

☐ Major Sponsor (\$2,500)

☐ Benefactor (\$1,000)

### APPLICATION DEADLINE

Submit application at least 6 weeks prior to event.

### SUBMIT APPLICATION

Submit this application by either email or mail.

### QUESTIONS ABOUT SPONSORSHIP OPPORTUNITIES, CONTACT:

Colleen McQuitty, Special Events Manager

240.314.8606

cmcquitty@rockvillemd.gov

### MAILING ADDRESS

City of Rockville

Special Events Manager

111 Maryland Ave.

Rockville, MD 20850

### APPLICATION PROCESS

- Once you submit this application, the Special Events Manager will contact you within a day or two.
- The Special Events Manager will email you a Memorandum of Understanding, Invoice and City of Rockville W-9.
- Detailed information about each event is either emailed or mailed 3 weeks prior to each event.

Comments/Special Request: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

